



REGISTER FREE

go

Advanced Search ▾

RSS Home Shopping

News ▾ About C21 ▾ Features ▾ Shop ▾ Resources ▾ MediaBase My account ▾



Imagina sets out to conquer Greece

Spanish group **Imagina** has licensed its reality-adventure show *El Conquistador Del Fin Del Mundo* in Greece, with Athens-based prodco Studio Ata commissioned to make a local version.

Greek terrestrial Mega Studio has licensed the format from Promofilm, a division of Imagina. Studio Ata will begin shooting 16 episodes in Argentina shortly, while the show is expected to air in spring 2010.

The series will see nine men and nine women crossing Patagonia in Argentina in 35 days to "conquer the edge of the world."

Studio Ata acquisitions manager Angelos Karagiannis told C21: "An amazing adventure, with tropical forests, rivers, lakes and mountains covered with snow, is waiting for people who believe that they can overcome different challenges that test their most extreme limits in the toughest game that has ever been produced on Greek TV."

Last month, C21 reported that Studio Ata was in production on a 12-episode local adaptation of FremantleMedia's *Farmer Wants A Wife* format for RTL Group-owned Greek terrestrial Alpha TV.

Adam Benzine
7 Jul 2009
© C21 Media 2009

SHARE

Links & Related articles

[Farmer wants a Greek wife](#) - 08/06/2009

[C21 Home](#) | [News Home](#) | [Printer Friendly](#) | [Email a Friend](#)

There are more than 30,000 international entertainment executives using the world's leading content portal... Are you missing something?



- [C21tv](#)
- [C21Live](#)
- [C21screenings](#)
- [C21seasons](#)
- [ScheduleWatch](#)
- [C21Kids](#)
- [FormatsLab](#)
- [C21Factual](#)
- [FutureMedia](#)
- [C21Features](#)
- [C21Showcase](#)
- [Send your news](#)



Passion DISTRIBUTION



More Timely

C21's Primetime Strategies 2009

Only €250

50% off online orders

Understand the programming plans of the world's leading networks



C21's **Eastern European HITMAKERS**

Programming the television revolution

C21's **Schedule watch**

UK DIGITAL CHANNELS

are you twofour54?

find us. join us. create with us. destination Abu Dhabi.

